

Fig. 1(a)

FIG. 1(b)

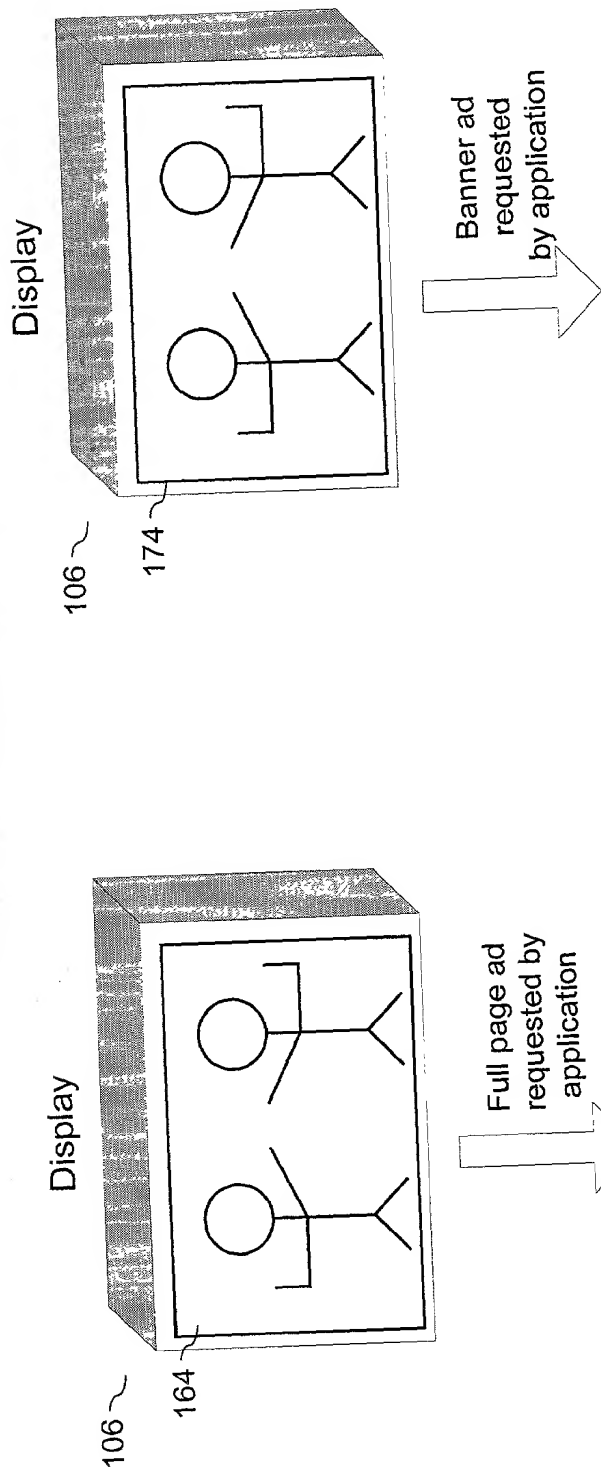


Fig. 1(b)

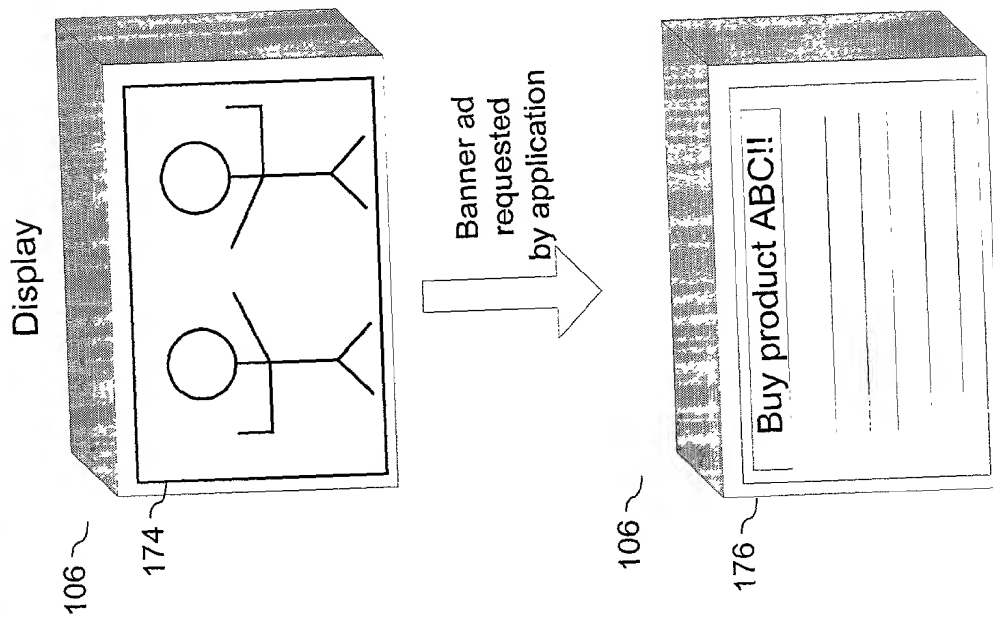


Fig. 1(c)

FIG. 2

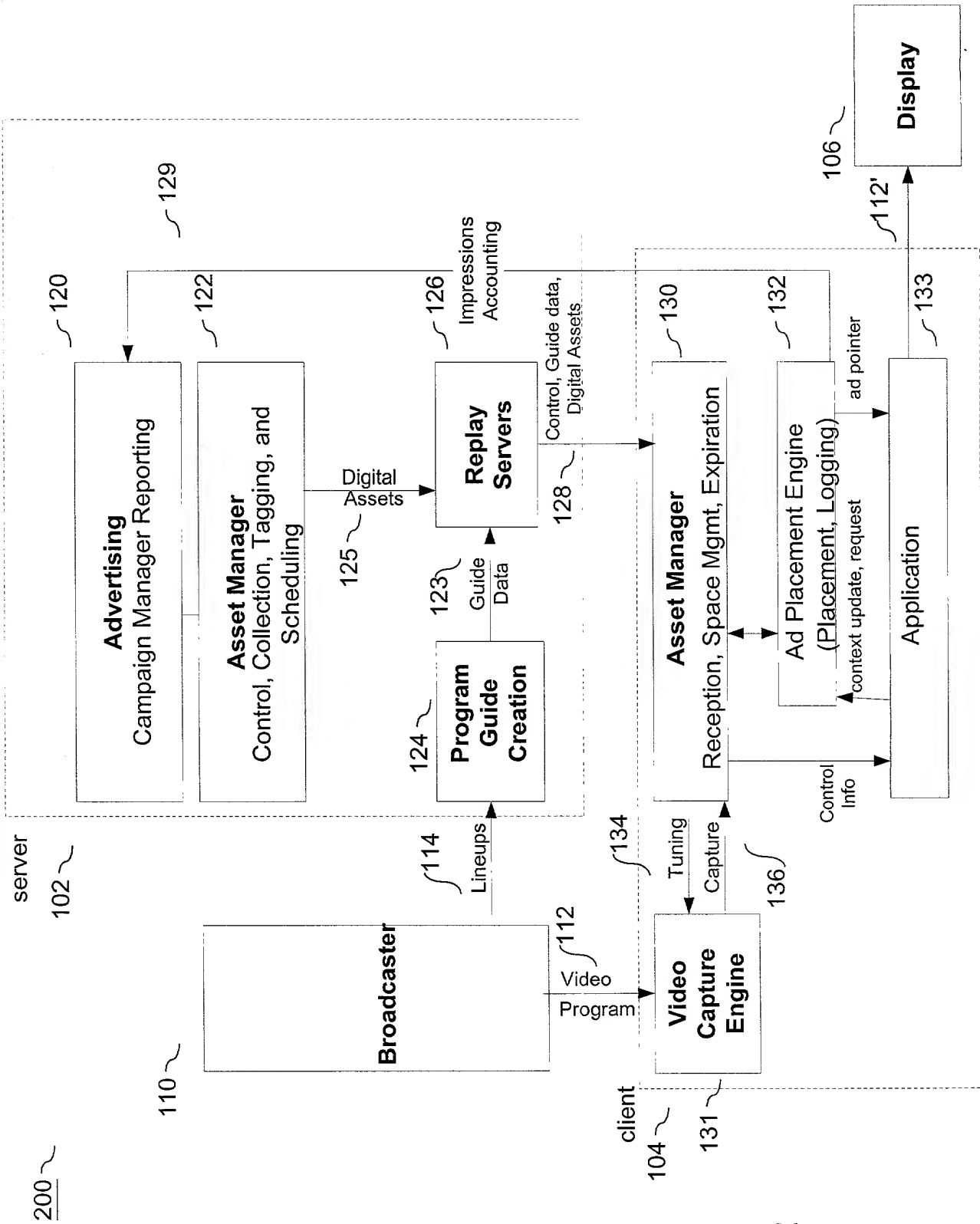


Fig. 2

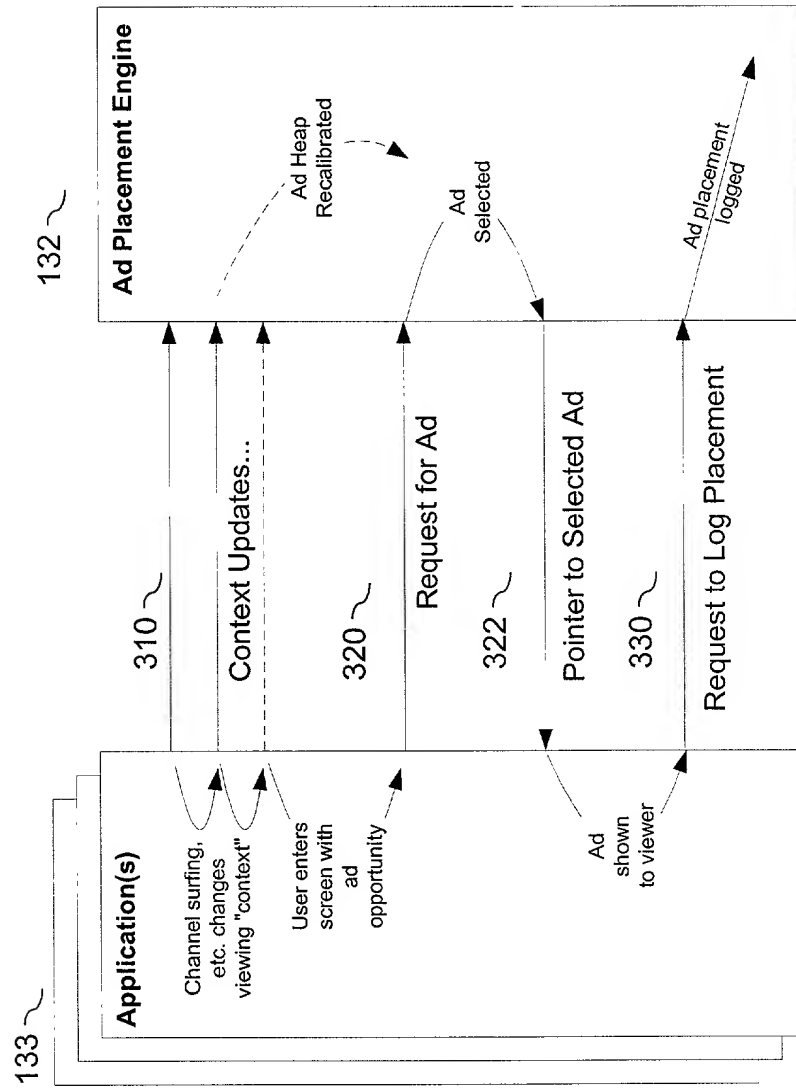


Fig. 3

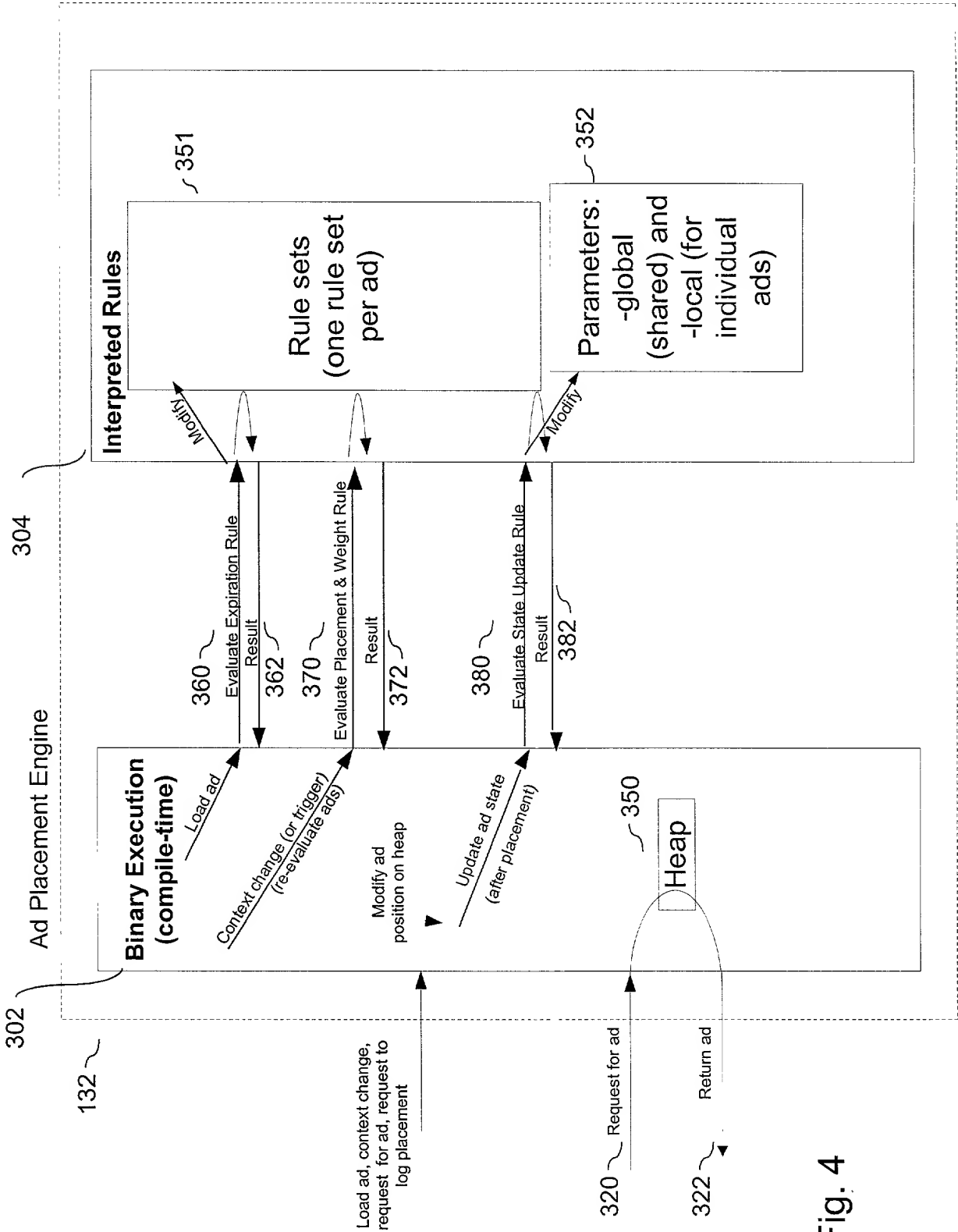


Fig. 4

FIG. 5

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502 ~<val name="ad_adid" type="value32">1025</val>
504 ~<val name="ad_rev" type="value32">0</val>
506 ~<val name="ad_type" type="string">pause</val>
508 ~<val name="ad_pools" type="string">9002</val>
510 ~<val name="ad_files" type="string">"bmp/1025.bmp"</val>
512 ~<val name="ad_triggers" type="string">"g_tod"</val>
514 ~<val name="ad_genre" type="string" />
516 ~<val name="exp_placement" type="string">((g_time>=968630400)&&
    ((79200<=g_tod)||(g_tod<=75540)))&&(((g_time-l_last_time)>= 18000) &&((g_occs-
    l_last_occ)>=1))</val>
518 ~<val name="exp_expired" type="string">((l_occs>=50)||(g_time>=969580800))</val>
520 ~<val name="exp_weight" type="string">40</val>
522 ~<val name="exp_weight2" type="string">16777215-l_last_occ</val>
524 ~<val name="exp_winner" type="string">"bmp/1025.bmp"</val>
526 ~<val name="stmt_winner_update" type="string">l_occs=l_occs+1;
    l_last_time=g_time;l_last_occ=g_occs</val>
528 ~<val name="exp_winner_log" type="string">print g_programtitle</val>
530 ~<val name="ad_preserve_list" type="string">"l_occs", "l_last_time", "l_last_occ"</val>
532 ~<val name="l_occs" type="value32">0</val>
    ~<val name="l_last_time" type="value32">0</val>
    ~<val name="l_last_occ" type="value32">0</val>
    
```

Fig. 5
 Example control info (one parameter set per ad)

602

Parameter name	Parameter type	Example value	Description
g_occs	integer	100	Count of total ad occurrences that have ever been placed on this system.
g_lastad	integer	1045	Identifier of last ad to be placed on system.
g_lastad_time	integer	969300900	Time in epoch seconds of last ad placement.
g_time	integer	969394500	Current time in epoch seconds (only updated every 15 minutes.)
g_dow	integer	2	Current day of week (Monday = 1.)
g_dom	integer	25	Current day of month (begins with 1.)
g_doy	integer	156	Current day of year (begins with 1.)
g_month	integer	4	Current month of year (January = 1.)
g_year	integer	2001	Current Identification #s
g_tod	integer	47700	Time of Day in Seconds, 0-86399
g_ad_pools	string	[1411,5013, 4]	List of i numbers associated with current viewing program.
g_channelid	integer	10672	Unique TMS channel ID.
g_programstart	integer	969391800	Time in epoch seconds that current viewing program b ad engine
g_programtitle	string	Judge Judy	Name of current program

Global

Context

Fig. 6
 Example global and context parameters

702 ~

Fig 7(a)

712 ~

Fig. 7(b)



Heap (top of heap is next address to be placed)

Patent 44,432,550

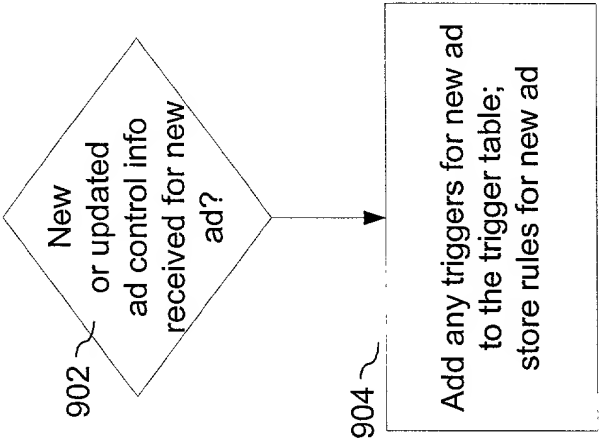


Fig. 9(a)

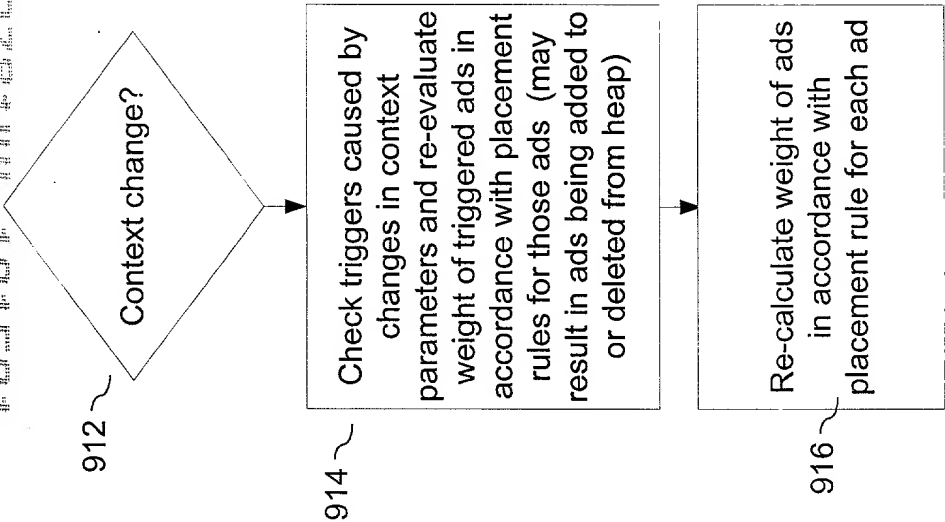


Fig. 9(b)

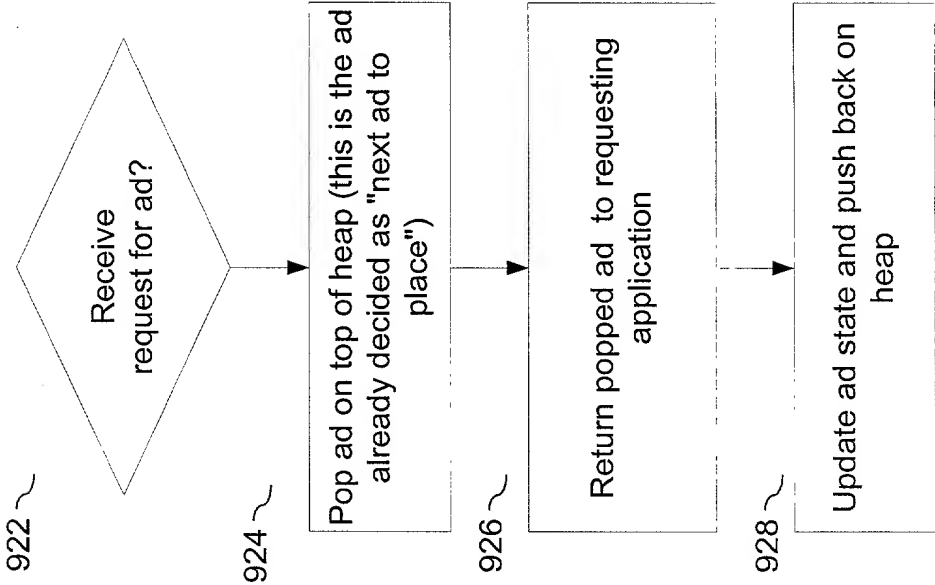


Fig. 9(c)